Text: None
Time: Wednesdays, 7:00-9:00 p.m., commencing October 1
Place: Galbraith Building
Fee: $50.00 — 12 sessions

Economics — An Introduction **J.I. McDonald**
W.H. Merritt

The elements of economic theory will be developed and illustrated with reference to contemporary economic problems.

Text: P.A. Samuelson, A Scott, *Economics — An Introductory Analysis,* McGraw-Hill, 1968
Times: Tuesdays, 7:00-9:00 p.m., commencing September 22 or Thursdays, 6:00-8:00 p.m., commencing September 24
Places: Galbraith Building (Tuesdays) or Carr Hall (Thursdays)
Fee: $95.00 — 25 sessions

Communications **A.F. Collaco**
M. Ciglen

The purpose of this course is to increase the students' knowledge, understanding, and skill in communicating effectively. Concepts and processes of face-to-face communications, and communications in small and large groups are examined in depth. Additional topics to be covered are: the mechanics and problems of oral and written communications; the relationship between communications and behaviour.

Text: None
Times: Tuesdays, 6:30-8:30 p.m., commencing September 22, or Wednesdays, 6:30-8:30 p.m., commencing September 23, or Thursdays, 6:30-8:30 p.m., commencing September 24
Place: East Asian Studies Building
Fee: $95.00 — 25 sessions

Business Budgeting — Management Control Technique (half course) **W.G. Peaker**

This course will include the study of the nature and purpose of budgets; benefits to be gained and disadvantages to be avoided. Types of budgets will include those used for sales or revenue, purchases or production costs, selling expenses, general and administrative expenses, other expenses, cash and capital expenditures. Preparation of budgets, including delegation of responsibility and organization, will be discussed as will methods of analysis of company budgets.

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Text: G.A. Welsch, *Budgeting: Profit Planning and Control,* Prentice-Hall, 1964
Time: Mondays, 6:00-8:00 p.m., commencing October 5
Place: Galbraith Building
Fee: $45.00 — 10 sessions

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UNIVERSITY OF TORONTO
DIVISION OF UNIVERSITY EXTENSION
Continuing Education Programme

INDUSTRIAL MARKETING CERTIFICATE PROGRAMME 1970-71

In co-operation with the Industrial Marketers of Toronto

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84 Queen's Park
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INDUSTRIAL MARKETING CERTIFICATE PROGRAMME

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The Programme

This programme is designed to provide a firm theoretical and practical base for individuals who choose to increase their professional knowledge and competence in the marketing function in general and in industrial marketing in particular. Registrants must be capable of handling work at the university undergraduate level to profit from the courses.

Unless otherwise noted, courses normally consist of 25 two-hour sessions given once a week. Successful candidates must obtain a "C" grade (i.e. 60%) or better in at least 4 of 6 full courses or equivalents, and a pass in all of them. All courses are conducted on the St. George Campus unless otherwise indicated.

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University admission requirements (senior matriculation); or of age 25 or older with experience in the fields covered by the programme or having obtained a minimum of 60% in one senior matriculation subject.

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Courses

Marketing Management — **D.E. Simon, R.E. Vosburgh**

An introductory course covering the fundamental elements of marketing in today's world. Available from two separate instructors, each with a different emphasis.

Text: T.B.A.
Times: Wednesdays, 6:30-8:30 p.m., commencing September 23 or Thursdays, 7:00-9:00 p.m., commencing September 24
Places: Galbraith Building (Wednesdays) or Erindale College (Thursdays)
Fee: $95.00 — 25 sessions

Industrial Marketing — **D.I. Gallagher, J.P. Jones**

This course is intended for those who are interested in the application of modern marketing techniques to the marketing of industrial products and services. Topics of study include: characteristics of industrial markets, pricing, middlemen and methods of distribution, selling and promotion, product development and diversification, marketing organization, market planning and control.

Text: R.S. Alexander, J.S. Cross, R.M. Cunningham, *Industrial Marketing*, Richard Irwin, 1961
Time: Mondays, 7:30-9:30 p.m., commencing September 21
Place: Galbraith Building
Fee: $95.00 — 25 sessions

Sales Management — **R.M. Roger**

Included in this course are the following topics of study: personal selling as a part of the marketing mix; nature of the selling job; recruiting and selecting salesmen; training and development; sales control; compensation; territory allocation and evaluation; sales organization; motivation and communication; co-ordination with related functions.

Text: B.R. Canfield, *Sales Administration: Principles and Problems*, Prentice-Hall, 1962
Time: Tuesdays, 7:30-9:30 p.m., commencing September 22
Place: Galbraith Building
Fee: $95.00 — 25 sessions

Advertising and Sales Promotion (half course) — **G.V. Forster**

This course examines the objectives and methods of advertising and promotion together with their place in marketing strategy. Topics will be presented from the viewpoint of the potential manager of the advertising and promotion function and will include: the role of advertising in marketing strategy, development of advertising strategy and sales promotion strategy, audience identification, message and media selection, advertising evaluation, budgeting, and the measurement of results.

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